

# GCSAA International Conference & Show schedule

## MONDAY, FEB. 14

6:30 a.m.-6 p.m.

Conference Seminar Registration

8 a.m.-5 p.m.

*One-Day Seminars*

- Applied Turfgrass Physiology
  - Budgeting and Forecasting
  - Calculations and Practical Mathematics for Use in Golf Course Management
  - The Challenge of Owning a Golf Course
  - Golf Course Safety, Security and Risk Management
  - Insect and Disease Management for Warm Season Turfgrass
  - Irrigation Scheduling Techniques
  - Lake and Aquatic Plant Management
  - Maximizing Turfgrass Disease Control
  - The Microbiology of Turfgrass Soils
  - Personal Stress Management
  - Protecting Natural Resources on the Golf Course
  - Turfgrass Ecology
  - USGA Golf Course Rating System
- 8 a.m.-Noon
- Half-Day Seminars*
- Management of Localized Dry Spots and Water Repellent Soils
  - Weed Control in Ornamentals
- 1-5 p.m.
- Half-Day Seminars*
- Complying with New Health and Safety Regulations
  - Managing Turfgrass Root Systems

## TUESDAY, FEB. 15

6:30 a.m.-6 p.m.

Conference Seminar Registration

8 a.m.-5 p.m.

*One-Day Seminars*

- Bentgrass Management and Rootzone Maintenance
  - Budgeting and Forecasting
  - Cool-season Turfgrass Vertebrate and Invertebrate Pest Management
  - Drainage Systems
  - Enhancing the Image of Golf Course Superintendents and Golf Industry Professionals
  - Fundamentals of Turfgrass Management I
  - Human Resource Management
  - Irrigation Water Quality
  - The Magic of Greenkeeping
  - Management Strategies for the Turfgrass System
  - Managing On The Job Behavior
  - The Superintendent as Grow-In Manager
  - Sustainable Golf Course Landscape Design: Enhancing Aesthetics, Function and Maintenance
  - Turfgrass Stress Management
  - Turfgrass Traffic Stress: Physiology and Management
  - Weed Control
- 8 a.m.-Noon
- Half-Day Seminars
  - Computer Mapping and Golf Course Management
  - Effective Soil Water Management for Quality Golf Course Turf
- 1-5 pm
- Half-Day Seminars*
- Classic Golf Courses and the Master Architects
  - Managing Golf Course Trees

## MONDAY, FEB. 14 — TUESDAY, FEB. 15

8 a.m.-5 p.m.

*Two-Day Seminars*

- Golf Course Construction Techniques and Management
- Golf Greens: History, Theory, Construction and Maintenance
- Managing People for Peak Performance and Job Satisfaction
- Plant Nutrition and Fertilizers
- Salt-Affected Turfgrass Sites: Assessment and Management
- Spanish for Golf Course Management

## WEDNESDAY, FEB. 16

6:30 a.m.-6 p.m.

Conference Seminar Registration

8 a.m.-5 p.m.

*One-Day Seminars*

- Applied Turfgrass Physiology
  - Bentgrass Summer Stress Management for Cool/Humid Regions
  - Certification Exam Study Guidelines
  - Cool-season Turfgrass Vertebrate and Invertebrate Pest Management
  - Drainage Systems
  - Employee Safety Training
  - Enhancing Your Value as a Professional Golf Course Superintendent
  - Financial Essentials for the Superintendent
  - Golf Course Construction Management and Grow-In
  - Influencing On The Job Behavior
  - Integrated Environmental Management
  - Irrigation Scheduling Techniques
  - Irrigation Troubleshooting-Hardware Specific
  - The Magic of Greenkeeping
  - Maximizing Teamwork
  - The Microbiology of Turfgrass Soils
  - Problems and Solutions: Using Annuals and Perennials in the Golfscape
  - Strategic Planning for Golf Course Operations
  - Sustainable Golf Course Landscape Design: Enhancing Aesthetics, Function and Maintenance
  - Turfgrass Ecology
  - Turfgrass Field Seminar
  - Turfgrass Stress Management
  - Turfgrass Traffic Stress: Physiology and Management
  - USGA Intermediate Rules of Golf
- 8 a.m.-Noon
- Half-Day Seminars*
- Annual Bluegrass Biology and Ecology
  - Computer Mapping and Golf Course Management
  - Developing a Successful Superintendent/Employer Relationship
  - Golf Course Photography: Promoting and Protecting Yourself Through Pictures
  - Management of Zoysiagrass on the Golf Course
  - Managing Up: Strategies for Influencing Boards, Committees & Managers
- 1-5 pm
- Half-Day Seminars*
- Annual Bluegrass Maintenance
  - Guest Architect Seminar with Brian Ault
  - Media/Public Relations and the Golf

## WEDNESDAY, 6-8:30 PM

OPENING SESSION AND RECEPTION

PRESENTED IN PARTNERSHIP WITH UNITED HORTICULTURAL SUPPLY

Course Superintendent

- Time Management for the Golf Course Superintendent

## THURSDAY, FEB. 17

6:30-7:30 a.m.

*Chapter Delegates Breakfast*

6:30 a.m.-6 p.m.

*Conference Seminar Registration*

7 a.m.-Noon

President's Dinner Show Voucher Exchange Booth Open for Early Bird Voucher Holders

8-9 a.m.

Research Breakfast

Presented in partnership with Tee-2-Green Corp., Turf-Seed Inc. and Pure Seed Testing Inc.

8 a.m.-5 p.m.

*One-Day Seminars*

- Advanced Weed Management
  - Chemical Storage Facilities: Protecting Your Investment
  - Developing Your Hazard Communication Program
  - Financial Management
  - Fundamentals of Turfgrass Management II
  - Integrated Disease Management for Bermudagrass Golf Courses
  - Lake and Aquatic Plant Management
  - Management Strategies for the Turfgrass System
  - Maximizing Job Satisfaction
  - Maximizing Turfgrass Disease Control
  - Problems and Solutions: Using Annuals and Perennials in the Golfscape
  - Reclaimed Water Irrigation
  - USGA Intermediate Rules of Golf
  - Wildlife Management and Habitat Conservation
- 8 a.m.-Noon
- Half-Day Seminars*
- Annual Bluegrass Biology and Ecology
  - Application of Inorganic Mineral Soil Amendments to Golf Courses
  - Are You Prepared to Say Yes?
  - Communication Skills to Get You to the Top and Keep You There
  - Management of Localized Dry Spots and Water Repellent Soils
  - Time Management for the Golf Course Superintendent
- 8 a.m.-2:30 p.m.
- Certification Examination
- 8 a.m.-5 p.m.
- Media Room Open
- 9-10:15 a.m.
- Career Development General Session
- 9 a.m.-Noon
- Research Session-Science for the Golf Course: Making Your Job Easier
- 10:30 a.m.-Noon
- Career Development Breakout Sessions*
- Labor Trends and Employment
  - Management Company Practices: Fact vs. Fiction
  - Promotion Strategies for the Golf Course Industry

11:30 a.m.-1 p.m.

Past President's, Board of Director's and Spouse's Luncheon (by invitation)

11:45 a.m.-1 p.m.

New Exhibitor Luncheon

Noon-6 p.m.

President's Dinner Show Voucher Exchange Booth Open.

1-3 p.m.

Chapter Manger's Workshop

Education Concurrent Session-Are Your Greens Singing the Blues?

Education Concurrent Session-All That Jazz Between the Roughs

1-5 p.m.

*Half-Day Seminars*

- Annual Bluegrass Control
  - The Art of Negotiation with Your Employer
  - Communication Skills to Get You to the Top and Keep You There
  - Management of Zoysiagrass on the Golf Course
  - Managing Turfgrass Root Systems
  - Turfgrass Growth and Development
- 3-4:30 p.m.
- Education Session-What To Do When Your Budget's Not the Big Easy
- 3-5 p.m.
- Education Session-Golf Course Gumbo Chapter Research Program

## WEDNESDAY, FEB. 16 — THURSDAY, FEB. 17

8 a.m.-5 p.m.

*Two-Day Seminars*

- The Assistant Superintendent: Managing People and Jobs
- Disease Identification and Control
- Golf Course Restoration, Renovation and Construction Projects
- Golf Greens: History, Theory, Construction and Maintenance
- Managing People for Peak Performance and Job Satisfaction
- Physical Problems of Turfgrass Soils: Identification and Correction
- Pre-construction and Construction Management

## FRIDAY, FEB. 18

6-7 a.m.

Innovative Superintendent Breakfast Presented in partnership with American Cyanamid Company and Club Car.

6:30 a.m.-6 p.m.

Conference Seminar Registration

7-8:30 a.m.

Innovative Superintendent Session I

7 a.m.-6 p.m.

President's Dinner Show Voucher Exchange Booth Open to All V o u c h e r Holders

7:15-8:30 a.m.

Environmental Steward Award Recognition Breakfast

8-11 a.m.

Distributor Preview

8 a.m.-6 p.m.

Media Room Open

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## New GCSAA president speaks out

Continued from page

students dictate what they want to learn, and then having the instructors teach it that way. We've gone out with focus groups and asked superintendents where they think their strengths and weaknesses are in terms of doing their jobs. We're taking these competencies and comparing them to our existing educational opportunities to see where we need to put more emphasis. Then we'll ask the instructors to develop their curriculum based on what the students say is needed."

The most controversial part of the PDI has involved possible changes in the requirements to be a Class A member. Any change would take a bylaw amendment, which requires a two-thirds vote of the membership. That vote could occur as early as the International Conference and Show in Dallas in 2001.

"It [PDI] really is a work in progress," Woodhead said, "and will continue to be so until at least September, when some sort of recommendation from the Member Standards Resource Group will be presented to the delegates at the annual chapter delegates meeting. If the delegates are comfortable with it, then it will be placed before the board. Until then, it is purely a committee project and the board is doing nothing more than listening and keeping track of the feelings of the membership."

The environment will continue to be a major GCSAA focus, Woodhead predicted. "It's really become a way of life for superintendents," Woodhead said. "It's not such a heated topic among the environmental community these days. But we can't sit back and rest on our laurels. It won't take much to re-ignite a controversy. GCSAA is developing an eco-golf philosophy. You'll see that blossom a little more this year."

Woodhead believes the major strength he brings to the presidency is his seven years experience on the board of directors. "I've had the opportunity to serve on or chair almost every standing committee GCSAA has," he said. "It's given me a very well-rounded background."

Another strength is coming from a limited-budget course himself. "I know what it takes to run a golf course on a shoestring," he said. "I'm aware of the challenges faced by superintendents who have money issues."

Woodhead's employer, Valley View, is a private, equity club located at 4,900 feet in Montana's Rocky Mountain range. The annual operating budget would place it in the lower 25 percent nationally, Woodhead estimated.

"If you look at the new construction, private, equity clubs aren't being established. Most of the lower-end ones are struggling," he said.

Very few GCSAA presidents have come from the Northwest. Dick Malpass (1976) was from Oregon. Woodhead is the first from Montana.

"We're the only two from the Northwest that I know of," he said. "There are obviously a lot more golf courses in other parts of the country. But there are still a lot of courses up here. It's nice that I can carry their voice, as well as that of the rest of the members, when I travel around the country."

Woodhead's assistant is David Evans, who joined Valley View a few months after Woodhead was first appointed to the board in 1993. "David is very competent and makes my ability to travel a lot easier. The members have always been willing to support me in my [GCSAA] duties." ▶

TRADE SHOW OPEN FROM 11 A.M.-6 P.M. FRIDAY,  
9 A.M.-5 P.M. SATURDAY, AND 9 A.M.-1 P.M. SUNDAY

### FRIDAY, FEB. 18 (CONT.)

8:45-10:30 a.m.

Golf General Session

The Breakthrough Factor: Creating a Life of Value for Superintendents to Achieve Success and Happiness. Presented in partnership with Novartis Turf & Ornamental Products, Pursell Technologies, Inc., Rain Bird and Textron Turf Care And Specialty Products: Cushman, Jacobsen, Ransomes and Ryan brands

11 a.m.-6 p.m.

Trade Show

Noon-12:30 p.m.

Certification Luncheon (by invitation). Presented in partnership with Zeneca Professional Products

12:30-1:30 p.m.

Certification Business Meeting

1-3 p.m.

Super Users Forum

1:30-4 p.m.

Greens & Grassroots Government Relations Program

2-4 p.m.

Selection, Installation and Management of Zoysiagrass. Presented by the American Zoysiagrass Association.

Tools for Tree Management. Presented by the International Society of Arboriculture.

NGCOA-Cutting Edge Programs. Presented by the National Golf Course Owners Association.

Taking Another Look at Strategic Perspective on Golf. Presented by the National Golf Foundation

2-5 p.m.

International Summit

3-5 p.m.

Chapter Media/Public Relations Session

### SATURDAY, FEB. 19

6-7 a.m.

Innovative Superintendent Breakfast and Roundtable Discussions. Presented in partnership with American Cyanamid Company and Club Car, Inc.

6:30 a.m.-5 p.m.

Conference Seminar Registration

7-8:30 a.m.

Innovative Superintendent Session II

7:30-10 a.m.

Collegiate Turf Bowl Competition

8-10 a.m.

Golf Course Architecture in the New Millennium. Presented by the American Society of Golf Course Architects

8-10:30 a.m.

Annual Meeting and Election of Officers.

8 a.m.-Noon

Half-Day Seminar

Precise Boom Sprayer Calibration, Tank Mixing and Record Keeping

8 a.m.-2:30 p.m.

Certification Re-Examination

8 a.m.-5 p.m.

Media Room Open

9 a.m.-5 p.m.

Trade Show

10 a.m.-Noon

Student Forum: Building Your Student Chapter

10:30 a.m.-Noon

Town Hall Meeting

11:30 a.m.-1 p.m.

Friends of the Foundation Reception

Noon-1:30 p.m.

Student Chapter Lunch

1-4 p.m.

Chapter Newsletter Editors Session. The New Millennium-Making Wise Decisions. Presented by the United States Golf Association

2-4 p.m.

Student Seminar: From Student to Superintendent. From the Golf Course to the Boardroom: Essential Tactics for Becoming Your Facility's Chief Operating Officer. Presented by the Club Managers Association of America

Coordinating an Irrigation Design and Installation. Presented by the Irrigation Association

Shortages of Turf Equipment Technicians in the Green Industry. Presented by the Turf Equipment Technicians Association

4-5 p.m.

Student Mixer

6-7 p.m.

President's Dinner Show Reception. Presented in partnership with The Textron Group of Companies.

7-10:30 p.m.

President's Dinner Show

### SUNDAY, FEB. 20

7:30-9 a.m.

Prayer Breakfast

8 a.m.-1 p.m.

Conference Registration

Media Room Open

9 a.m.-1 p.m.

Trade Show

12:30 p.m.


27-Hole Challenge Prize Drawing

GOLF COURSE NEWS

## DAVEY IS ON COURSE TO MEET ALL YOUR TREE CARE NEEDS!

Davey Tree has been a leader in the tree care industry for more than 100 years. Our staff of certified arborists and trained technicians are here to advise you on what's best for keeping the trees on your course healthy and beautiful.

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- Insect & Disease Mgmt.
- Certified Arborists • Expert Diagnosis

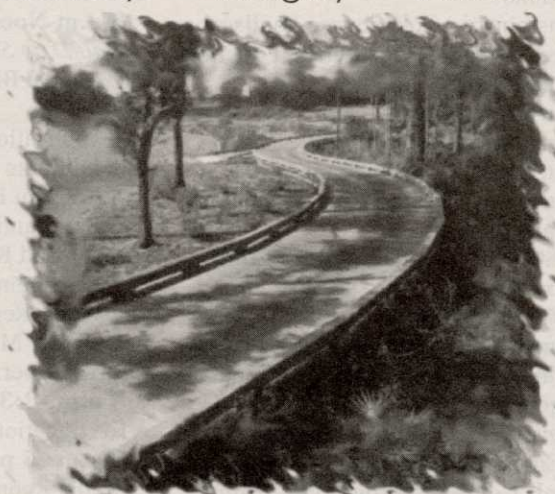
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